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March 15, 1983

Mr. Jon N. Zoler
Director of Market Research
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Dear Jon:

Outlined below is a revised design and line of questioning for the Bristol in-depth interviews.

As we've discussed, these in-depths would be preliminary to a larger, more quantitative phase in which several different ad variables could be tested monadically. Our limited staffs and the need for timely input requires that in the in-depth phase we cannot test lots of variables monadically. We feel that 40 to 50 in-depths, divided between P.M. and LBC, are about all that we can manage. But this should provide us with a quick topline read on the Bristol concept and help refine the further stages of research.

As of this writing, I'm not sure of the status of the materials (packs, pictures, color alternatives, etc.). For "sure," they'll all be available by the middle of next week -- so that we could begin the interviews at that point.

The outline below is for the in-depths, not the final phase. It is intended as a suggested guideline to provide interviewer consistency. However, we think we should be flexible in the course of the interview so that we could depart from the script whenever key areas and unanticipated responses arise.

In addition to the outline, there is attached an actual questionnaire and screener that could be used. The questions in the questionnaire are not numbered so that you can insert lines of probing we may have overlooked. Also, there are several areas where it is left up to the interviewer to probe certain areas.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlnj0004